

Thursday, 1st October, 2009

Dear Sir/Madam,

We are pleased to announce that we have recently expanded our retail media network to encompass all seventy two (72), Tesco, Carrefour and Jusco stores nationwide. We now have an expanded reach of **746,550** premium shoppers daily which translates into a staggering 21 Million shopping eyeballs per cycle (4 weeks).

MagiqADs new network now allows Brand Custodians to cost effectively reach more shoppers than any other networks. In our effort to increase our level of commitment to our partners, landlords and our valued advertisers, we are revising our Media Rate with immediate effect.

Some critical considerations for your In-store campaign today;

- Forty Seven percent (47%) of shoppers from these chains have an average income of in excess of RM 4,000.00. (74% above the market average)
- Occupationally, 44.3% represent white collar and PMEB (Professionals, Managers, Executives & Business owners) shoppers against the market average of 33%.
- These outlets are more urban centric (79% Carrefour, 62% Jusco and 46% Tesco) as compared to the market which stands at 31%
- The average shopping basket value per shopper is substantially higher to the market
- On the average the daily transaction of these outlets stand at 4,608 per store per day and shopping traffic of 10,368 per store per day which is substantially higher than the market average of 3,000 per store per day.

In these recent months, we have been reevaluating our offerings and positioning which inadvertently includes Media Rates and Selling Policies. Hence to stay competitive and relevant to industry practice we are now pleased to attach our New 2010 Media Rate Card. I urge you to call our sales team as soon as possible as they have for you some attractive early bird rates and incentives to offer to you.

With a more comprehensive Media Rate Card and Selling Policies set for the New Year ahead we are confident to forge Greater Brand Presence for you in an Increasingly Complicated Consumer Battleground – the retail. We look forward to hearing from you.

Thank you.

Your team here at MagiqADs

